



## ENERGY STAR® Day is October 12<sup>th</sup> Celebrate with Us!



Dear ENERGY STAR Partners,

We look forward to your participation in another successful ENERGY STAR Day celebration! Join us on social for ENERGY STAR Day **next Wednesday, October 12, 2022!**

We are proud to celebrate your efforts to help Americans *Save Today, Save Tomorrow, and Save For Good*. Building off of the success of last year, we will once again use social media to raise awareness of the benefits of ENERGY STAR certified products, with a particular focus on providing energy-saving opportunities to underserved audiences that need it the most.



**We encourage all our partners to join us on social media on Wednesday, October 12, to showcase how you are making energy efficiency more accessible and affordable to all Americans.**

- **When:** Wednesday, October 12 (ALL DAY)
- **Where:** Twitter and Facebook (please post on your other platforms as well!)
  - Tag ENERGY STAR when posting on Twitter or Facebook:
    - Twitter: @ENERGYSTAR
    - Facebook: Begin typing "@ENERGY STAR" and choose ENERGY STAR from the dropdown list; be sure to make the post public
  - Use the hashtag #ENERGYSTARDay

You can find the ENERGY STAR Day video, social media graphics, and messaging in the [ENERGY STAR Day Toolkit](#), or feel free to customize your own message.

***Want to do more?***

The toolkit includes a full suite of creative assets – social media graphics, web banners, and sample social media posts so you can do even more to help us amplify this important message on ENERGY STAR Day and beyond.

[Download Toolkit](#)

If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov). If you are a retail or manufacturer partner, please reach out to [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov). We look forward to your participation in another successful ENERGY STAR Day celebration!

The ENERGY STAR Communications Team

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